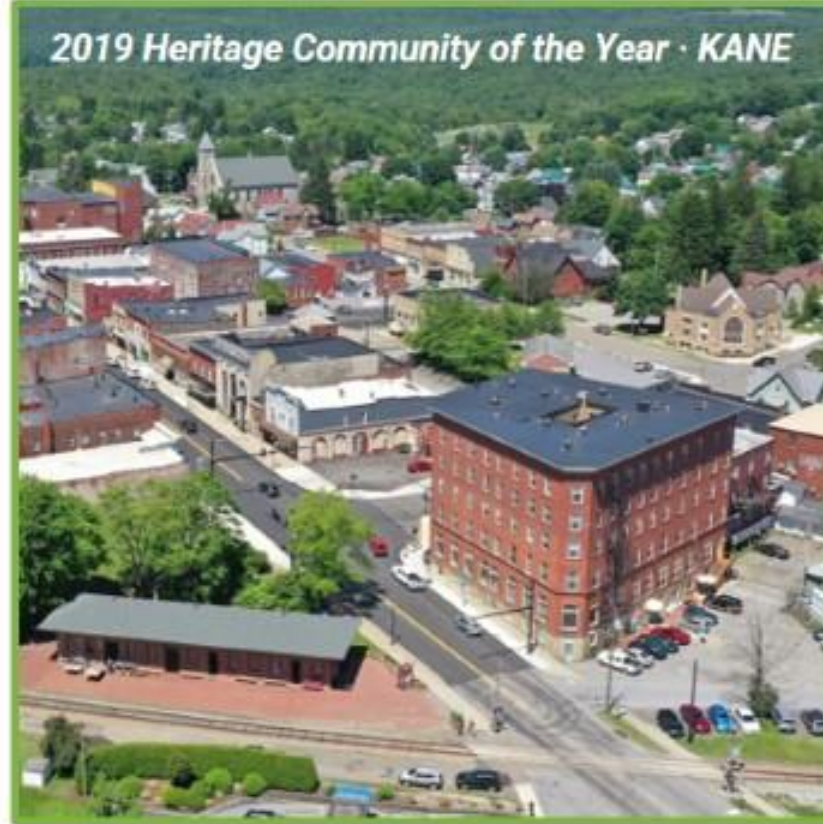




# CONNECTING COMMUNITIES *Through Creativity!*

## 2020-2021 ANNUAL MEETING & "DO 6" AWARDS

Thursday, September 16, 2021



## SCHEDULE OF EVENTS

### ANNUAL BUSINESS MEETING

Kevin Abrams, Alliance Board President

Candace Hillyard, Executive Director, PA Route 6 Alliance

### INTRODUCTIONS

Candace Hillyard, Executive Director, PA Route 6 Alliance

PA Route 6 Alliance Staff

### 2019-2020 ANNUAL REPORT

Candace Hillyard, Executive Director, PA Route 6 Alliance

### 2020-2021 "DO 6" AWARDS

Candace Hillyard, Executive Director, PA Route 6 Alliance

Krissy Bonning-Gould, Assistant, PA Route 6 Alliance



Presented by the PA Route 6 Alliance



# ANNUAL BUSINESS MEETING

2021

## BOARD OF DIRECTORS (GREEN: TERM EXPIRES 09/30/2021)

- **President: Kevin Abrams**, Executive Director, Northern Tier Regional Planning & Development Commission
- **V. President: Dan Glotz**, Director of Planning, Warren County
- **Secretary: Jason Krise**, Aide, Rep. Tina Pickett
- **Treasurer: Randy Heller**, Solid Waste/Recycling Coordinator, Wayne County Recycling Center
- **Linda Devlin**, Executive Director, Allegheny National Forest Visitors Bureau
- **Emily Beck**, (Former) Director of Tourism Development, VisitErie
- **Susan "Suky" Burgess**, Mayor, Wyalusing Borough
- **John R. Phillips II**, President, Oil Region Alliance
- **Melinda Meyer**, President, Preservation Erie
- **Ellen Russell**, Director of Community Development, Potter County
- **Troy Clawson**, Owner, The TCM Tax Experience
- **Jane Varcoe**, Councilmember, Waymart Borough
- **Robyn Cummings**, Executive Director, Bradford County Tourism Promotion Agency
- **Colleen Hanson**, Executive Director, Visit Potter-Tioga

## RE-ELECTION

- **Secretary: Jason Krise**, Aide, Rep. Tina Pickett
- **Colleen Hanson**, Executive Director, Visit Potter-Tioga
- **Robyn Cummings**, Executive Director, Bradford County Tourism Promotion Agency

## THANK YOU TO THE FOLLOWING BOARD MEMBERS DEPARTING IN 2021:

- **Emily Beck**, (Former) Director of Tourism Development, VisitErie
- **Kerry Nelson**, (Former) Director of Planning, Tioga County
- **Christine Tocki-Mulvey**, (Former) Director of Community & Economic Development, City of Carbondale



**PA Route 6 Alliance**  
**STAFF**



***Candace Hillyard***  
*Executive Director*



***Krissy Bonning-Gould***  
*Assistant*



***Vanessa Billings-Seiler***  
*Façade Program  
Coordinator*



***Erin Morey***  
*Artisan Trail  
Coordinator*



***Carol Hammer***  
*Scenic Conservation  
Intern*



***Lynn Thornley***  
*Bookkeeper*



# ANNUAL REPORT

2019-2020



## PA ROUTE 6 HERITAGE CORRIDOR 11 NORTHERN PENNSYLVANIA COUNTIES CONNECTED BY 1 HISTORIC HIGHWAY

PA Route 6 Alliance and Pennsylvania Route 6 Tourist Association work together to: *preserve, enhance and promote the transportation heritage of one of the nation's first transcontinental highways, sustain and enhance the small rural communities linked by the highway, and preserve and enhance the natural, scenic beauty of one of America's favorite road trips.*

### 6 AREAS OF FOCUS

- **Partnership**
- **Education & Interpretation**
- **Open Space & Recreation**
- **Cultural Conservation**
- **Tourism Promotion**
- **Economic Development**



# ANNUAL REPORT 2019-2020

# PARTNERSHIP

## PA HERITAGE AREAS

- *Oil Region National Heritage Area*
- *Lumber Heritage Region*
- *Endless Mountains Heritage Region*
- *Lackawanna Heritage Valley*
- *Delaware & Lehigh National Heritage Corridor*



## TOURISM PARTNERS

9 County Visitors Bureaus and Tourism Promotion Agencies make up the PA Route 6 Tourist Association and guide promotion and marketing:





# ANNUAL REPORT 2019-2020

## EDUCATION & INTERPRETATION

### PA ROUTE 6 HERITAGE COMMUNITIES

20 communities across the Corridor are designated "**Heritage Communities**" in recognition of past efforts developing and implementing Heritage Community WorkPlans.

*Conneaut Lake*  
*Edinboro*  
*Union City*  
*Corry*  
*Youngsville*  
*Warren*  
*Kane*  
*Smethport*  
*Coudersport*  
*Austin*

*Galeton*  
*Mansfield*  
*Wyalusing*  
*Tunkhannock*  
*Carbondale*  
*Waymart*  
*Honesdale*  
*White Mills*  
*Hawley*  
*Milford*



Corry · Photo Credit: Downtown Corry Business Association



Wyalusing



Kane



# ANNUAL REPORT 2019-2020

## EDUCATION & INTERPRETATION

### WORKSHOPS & WEBINARS

#### Revitalization Thursdays Webinar Series

- For Heritage Communities and the public in lieu of 2020 Educational Summit
- Partnership with **PA Downtown Center (PDC)**
  - *"What's Happening with Community Revitalization in PA?"*
  - *"Creating an Entrepreneurial Ecosystem in Your Town"*
  - *"Volunteer Development: Recruit, Train, & Celebrate"*
  - *"Marketing Strategies for Your Community"*

#### Webinar Recordings & Resources:

<https://paroute6.com/revitalization-thursdays-webinar-series>

#### Tourism Strategies for Recovery & Resilience

- For TPAC in lieu of 2020 Educational Summit
- 1/2 Day DIY Tourism and Local Marketing Workshop in partnership with **JB Media**

**TOURISM STRATEGIES FOR RECOVERY & RESILIENCE**

VIRTUAL BOOTCAMP

OCT. 8, 2020

**DIY TOURISM**  
AND LOCAL MARKETING WORKSHOP



# ANNUAL REPORT 2019-2020

## EDUCATION & INTERPRETATION

### COMMUNITY HEART & SOUL WEBINARS & GRANTS

#### 2 Community Heart & Soul Webinars · Oct. 2020

- Partnership: **PHC** and **Erie Arts and Culture**
- Open to 11-county service region

#### 4 Community Heart & Soul Grant Awards

- Support from DCED, DCNR, Orton Foundation
- **\$600k in funding, training, and support** to facilitate the Community Heart & Soul process in four communities across the Corridor:

**Carbondale**  
**Youngsville**  
**Tidioute**  
**Wyoming County**



**Become the next  
Heart & Soul community.**

**GRANT OPPORTUNITIES  
AVAILABLE!**





# ANNUAL REPORT 2019–2020

## EDUCATION & INTERPRETATION

### COMMUNITY HEART & SOUL UPDATE

---

***Jen Danifo***

*Senior Program Officer and Community Heart & Soul Coach*

*Pennsylvania Humanities Council*



## ANNUAL REPORT 2019-2020

# OPEN SPACES & RECREATION

### BIKE TOURISM

With **PA Route 6** named **U.S. Bike Route 36 (USBR 36)** in 2018, bike tourism and a Bike-Friendly Business Program have become a primary focus for the Alliance.



#### 4 Educational Seminars · March 13, 14, & 15, 2019

- Kane, Corry, Wellsboro, and Wyalusing
- Presentation by Russ Roca of The Path Less Pedaled
- Economic impact of bike tourism
- Case studies: Oregon Scenic Bikeways and Otago Central Rail Trail
- Bike-Friendly Business Program plans
- 125 in attendance; 22 signed up for Steering Committee; 49 signed up for Advisory Committee

#### Bike-Friendly Business Program

- Developed by Bike Tourism Steering Committee and Tourism Promotion Advisory Council
- In consultation with Russ and Laura Roca of The Path Less Pedaled
- **Landing Page** · [paroute6.com/bfb-plan](http://paroute6.com/bfb-plan)
  - Bike-Friendly Business Program video
  - Resource pages with hospitality information and local/regional bicycle resources
  - Application for "Bike-Friendly Business" recognition



# ANNUAL REPORT 2019-2020

# OPEN SPACES & RECREATION

## PENNSYLVANIA BYWAY DESIGNATION

The Alliance made great progress in 2019 and 2020 toward its bid for PA Route 6 to gain designation as a Pennsylvania Byway. Not only would designation showcase the highway's historical significance, but it would also raise awareness of and provide more opportunities for cultural and landscape preservation.

**Resolutions of Municipal Support** are required for designation and have been received from nearly all municipalities along the PA Wilds region with full support in McKean and Tioga Counties. The Alliance will soon request **"PA Route 6 in the PA Wilds Region"** for legislative designation as a PA Byway.





# ANNUAL REPORT 2019-2020

# CULTURAL CONSERVATION

## PA ROUTE 6 ARTISAN TRAIL

Over 500 artisans across the Corridor each year, including art councils, studios, galleries, theaters, craft breweries, wineries, farm-to-table dining, creative lodging, festivals, and more.

### 2019 ARTISAN TRAIL

#### Open Your Senses on 6 · Nature Inspires Art

- 2018 Artisan of the Year, Photographer Curt Weinhold
- Membership: 59



**PA GREAT LAKES**

1. **Art & Culture**  
Erie, PA 814-452-5827  
www.erieartandculture.org
2. **Relish Studio and Gallery**  
Erie, PA 814-836-1927  
www.relish.com
3. **Ralph Miller Jewellers**  
Erie, PA 814-452-9336  
www.millerjewellers.com
4. **EMJ Fine Jewelry Designers**  
Erie, PA 814-430-4662  
www.emjfinejewelry.com
5. **Goodell Gardens & Homebased Edibles**  
Erie, PA 814-734-4694  
www.goodellgardens.com
6. **Corrigan Gallery, Winery & Distillery**  
Corrigan Lake, PA 814-262-2541  
www.corrigan.com
7. **The Berry Basket Florist, Gift, and Antiques Shoppe**  
Corrigan Lake, PA 814-262-2541  
www.berrybasket.com
8. **Woodville Fine Arts**  
Woodville, PA 814-337-0600  
www.woodvillefinearts.com
9. **Nancy's Under the Stars**  
Woodville, PA 814-262-4824  
www.underthestars.com
10. **Painted Finch Gallery, Inc.**  
Corry, PA 814-664-3363  
www.paintedinchgallery.com

**PA WILDS**

11. **Downstream Cury Bookstore Association**  
Corry, PA 814-864-4190  
www.downstreamcurybookstore.com
12. **Elyshay's Emporium**  
Corry, PA 814-864-4711  
www.elyshays.com
13. **Wild Wild Folk Art & Craft Festival**  
Pittsford, PA 814-864-1335  
www.wildwildfolk.com
14. **Moments in Time Studio**  
Warco, PA 814-723-7430  
www.momentsintime.com
15. **Crory Art Gallery**  
Warco, PA 814-723-4623  
www.coryartgallery.com
16. **Art in the Wilds**  
Kane, PA 814-837-7167  
www.artinthewilds.com
17. **Artworks on the Summit**  
Kane, PA  
www.artworksonthesummit.com
18. **G2 Spirits, LLC**  
Kane, PA 814-837-1500  
www.g2spirits.com
19. **Laughing Owl Press**  
Kane, PA 814-861-1181  
www.laughingowlpress.com
20. **Elk County Council on the Arts**  
Hidlapog, PA 814-272-2961  
www.eccaarts.com
21. **Potter County Artisan Center**  
Coudersport, PA 814-274-4165  
www.pottercountyartisancenter.com
22. **Carl Weinhold Photography**  
Potter County Artisan Center  
Coudersport, PA 814-274-6858  
www.carlweinhold.com
23. **DFW Design and 1 of a Kind Goods**  
Potter County Artisan Center  
Coudersport, PA 814-648-9237  
www.dfwdesignandgoods.com
24. **Bear Mountain Herbs**  
Potter County Artisan Center  
Coudersport, PA 814-648-9237  
www.bearmountainherbs.com
25. **Carl Larkin Pottery**  
Coudersport, PA 717-865-3726  
carl\_larkin\_pottery.com
26. **Pennsylvania Lumber Museum**  
Galesburg, PA 814-435-2612  
www.lumbermuseum.com
27. **Dev's Country Discovery**  
Ukona, PA 814-843-7262  
www.devscountry.com
28. **A Small Town Memory Lane**  
Galesburg, PA 814-435-3615  
www.smalltownmemorylane.com
29. **Cottage Glassworks**  
Wellington, PA 870-646-8037  
www.cottageglassworks.com
30. **Pure Hot Soap**  
Wellington, PA purehotsoap@gmail.com  
www.purehotsoap.com
31. **From My Shell Books & Gifts**  
Wellington, PA 870-724-6740  
http://www.frommyshellbooks.com/
32. **Pig's Culture Shoppe**  
Wellington, PA 870-723-4262  
www.pigs-culture.com
33. **Stained Glass Reflections**  
Wellington, PA 870-724-1982  
www.stainedglassreflections.com
34. **Emergence Healing Arts & Spa/Design & Gallery**  
Wellington, PA 870-260-8180  
www.emergencehealing.com
35. **Highland Chocolates**  
Wellington, PA 800-371-1062  
www.highlandchocolates.com

**UPSTATE PA**

36. **Suttonsart Room**  
Slyware, PA 870-267-6164  
www.suttonsart.com
37. **Home Studio Text Weavers**  
Honesdale, PA 870-267-7175  
www.honesty.com
38. **Wellness County Regional Council on the Arts**  
Towanda, PA 870-269-2787  
www.wellnesscountyarts.com
39. **Endless Mountains Council of the Arts**  
Towanda, PA 870-269-3622  
http://www.emca.org
40. **Fromwood Art and Framings**  
Towanda, PA 870-436-0545  
www.fromwoodart.com
41. **Towanda County Business & Professional Association**  
Towanda, PA 870-467-1089  
www.towanda-business.com
42. **Wyoming County Cultural Center of the Dutchess Theater**  
Tunkhannock, PA 870-986-1100  
www.dutchess.com
43. **Green Hill Farms**  
Tunkhannock, PA 870-261-0430  
www.greenhillfarms.com
44. **Apexes of Sandbars Farm**  
New Milford, PA 870-486-1383  
www.apexesofsandbars.com
45. **Artworks Gallery & Studio**  
Scranton, PA 870-237-1815  
www.artworks-gallery.com

**NORTHERN POCONOS**

46. **Carrolltown Spunkfest & Other Events/Heritage**  
Haworth, PA 870-470-2663  
www.carrolltown.com
47. **Great Wall of Horseville**  
Wayne County Arts Alliance  
Haworth, PA 870-779-5740  
www.greatwallofhorseville.com
48. **Duffinger - Saylors 1884's Secretary**  
White Mills, PA 870-353-1181  
http://www.duffinger.com
49. **Art Factory of White Mills**  
White Mills, PA 870-251-1181  
www.artfactoryofwhitemills.com
50. **Pocono Arts Council**  
Stroudsburg, PA 870-476-4480  
www.poconocarts.org

**VISITOR BUREAUS**

1. **Buttler**  
Erie, PA 800-524-5283  
www.visitbutler.com
2. **Cowardin County Convention & Visitors Bureau**  
Wellington, PA 800-232-2336  
www.visitwellington.com
3. **Warco County Visitors Bureau**  
Warco, PA 800-424-7002  
www.visitwarco.com
4. **Allegheny National Forest Visitors Bureau**  
Bradford, PA 800-473-9370  
www.visitnfb.com
5. **Wellington**  
Wellington, PA 800-686-4228  
www.visitwellington.com
6. **Wellness County Scenic Promotional Agency**  
Towanda, PA 870-265-4667  
www.visitwellness.com
7. **Endless Mountains Visitors Bureau**  
Towanda, PA 800-769-6666  
www.visitendless.com
8. **Lackawanna County Convention & Visitors Bureau**  
Moses, PA 800-22-461066  
www.visitlca.com
9. **Pocono Mountains Visitors Bureau**  
Lake Wallenpaupack, PA 800-POCONO  
www.visitpoconos.com



# ANNUAL REPORT 2019-2020

# CULTURAL CONSERVATION

## PA ROUTE 6 ARTISAN TRAIL

### 2020 ARTISAN TRAIL

#### Smalltown Character, Big-Time Creativity!

- 2019 Artisan of the Year, Stained Glass Reflections
- Membership: 68



PA ROUTE 6 ARTISAN TRAIL

### SMALLTOWN CHARACTER



### BIG-TIME CREATIVITY!

PA ROUTE 6 ARTISAN TRAIL 2020

Do 6 RT. 6 ARTISAN TRAIL 2020 Small • Town • Character BIG • TIME • CREATIVITY

#PART6ARTISAN • PAROUTE6.COM/ARTISAN-TRAIL

**LEGEND:** ■ Retail & Galleries ■ Arts-in-Action, Studios, & Tours ■ Public Art ■ Museums ■ Food & Drink ■ Events & Education ■ Farm & Garden ■ Music, Performing Arts, & Theaters ■ Community & Arts Organizations ■ Visitors Bureaus

**LEGEND:** ■ Rental & Galleries ■ Arts-in-Action, Studios, & Tours ■ Public Art ■ Museums ■ Food & Drink ■ Events & Education ■ Farm & Garden ■ Music, Performing Arts, & Theaters ■ Community & Arts Organizations ■ Visitors Bureaus



# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

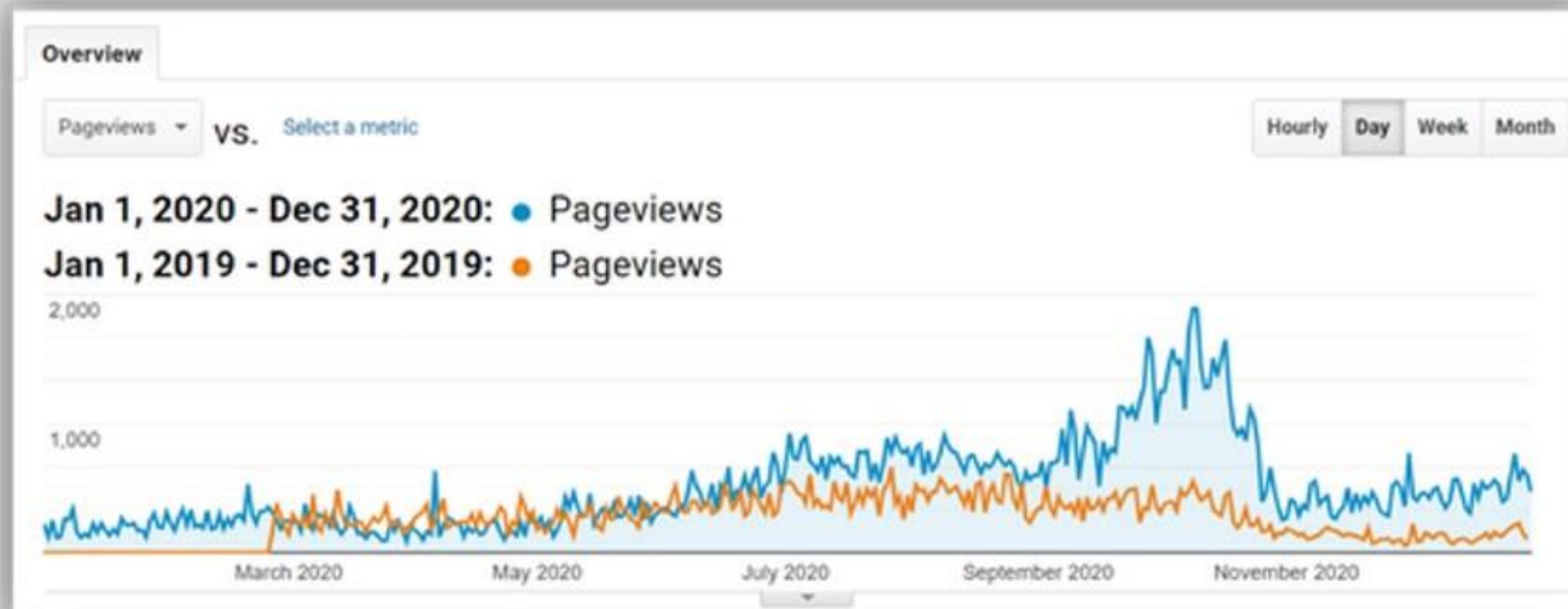
## DIGITAL MARKETING

Website • [paroute6.com](http://paroute6.com)

- Guide, Motorcycle Loop Map, and Artisan Trail Map online
- Seasonal Content added; ex. "Top 6 Spots to See Fall Foliage on 6" [paroute6.com/see-fall-foliage-pa-route-6](http://paroute6.com/see-fall-foliage-pa-route-6)
- 98% increase in pageviews in 2020 over 2019

### Google Ad Grant for Nonprofits

- Contracted with JB Media to apply for and set up
- **Awarded \$10k/month in Google Search Ads**
- Drives 180k+ pageviews/year



### Most-shown ads

● 5-State Drive Campaign › ● Fall Foliage

Find Fall Foliage Along Rt. 6 | Enjoy Pennsylvania's Fall Time

Ad [www.paroute6.com](http://www.paroute6.com) 814-435-7706

PA Route 6 is the the perfect route for a "leaf-peeping" road trip. Learn more here.

Find the top six places along PA Route 6 to see the best fall foliage.

Events

Artisan Trail

Ad	Impressions	Clicks	CTR
● Enabled	21,964	2,775	12.63%



# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

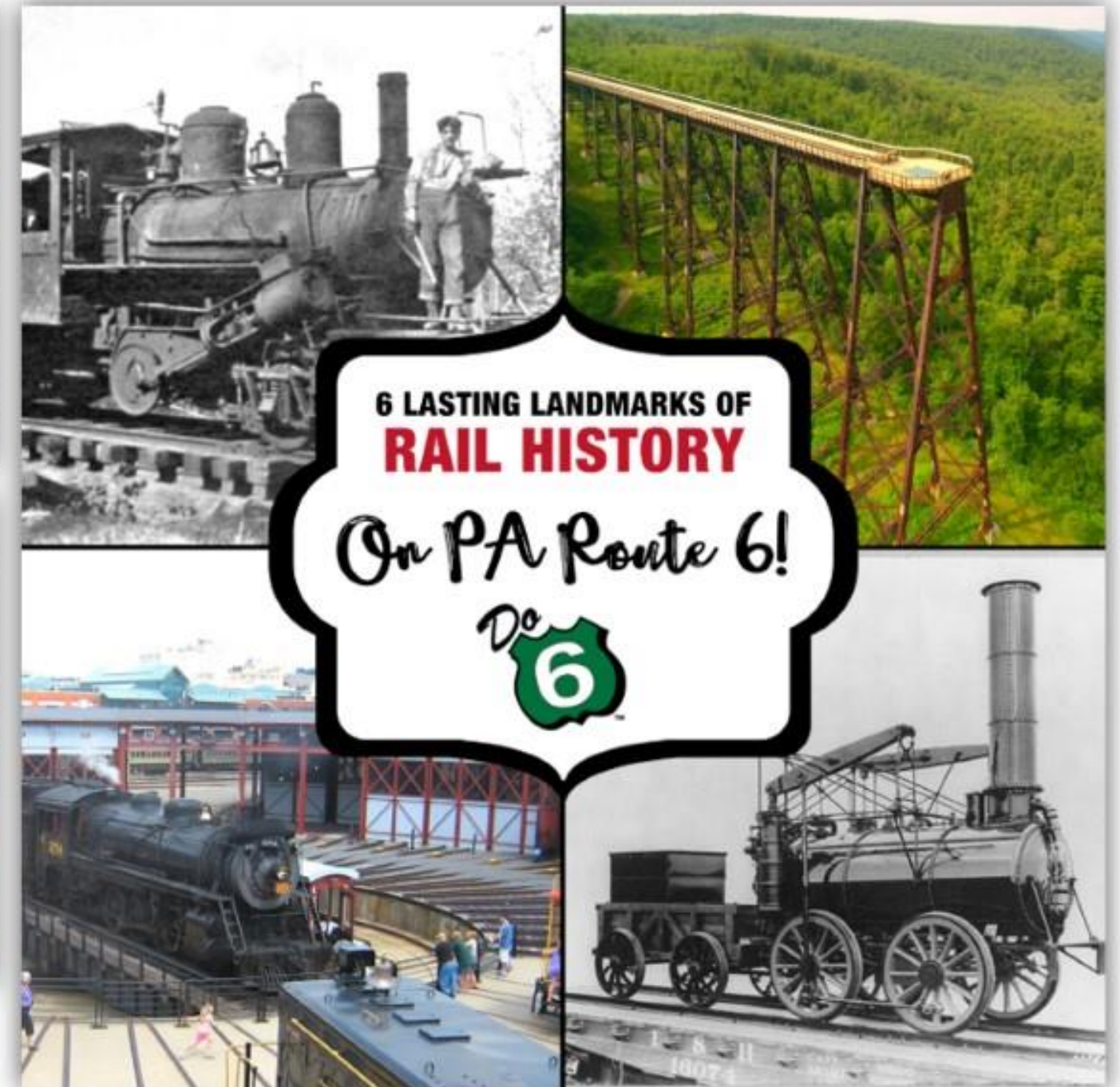
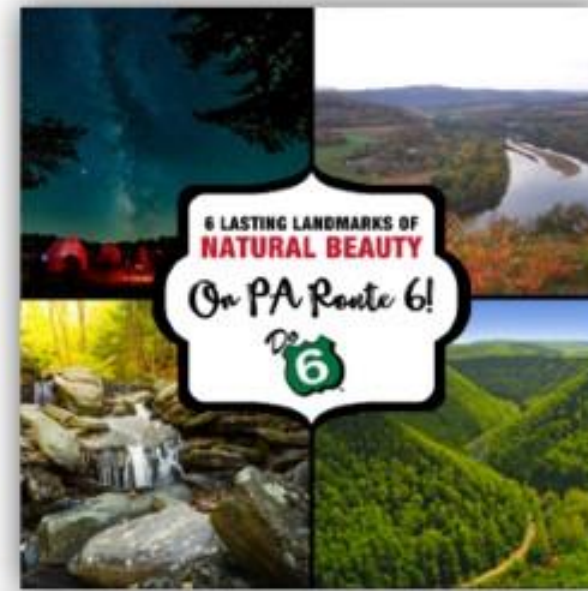
## DIGITAL MARKETING

Lasting Landmarks · [paroute6.com/lasting-landmarks](http://paroute6.com/lasting-landmarks)

- Nominations from historical societies
- Landmarks that “tell the stories of the Corridor’s people, places, battles, and industry”

“Do 6” Lasting Landmark Pages:

- *Historic Monuments & Memorials*
- *Stunning Natural Landmarks*
- *Transportation History Landmarks*
- *Historical Sites & Buildings*
- *Historic Railroad Landmarks*





# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

## DIGITAL MARKETING

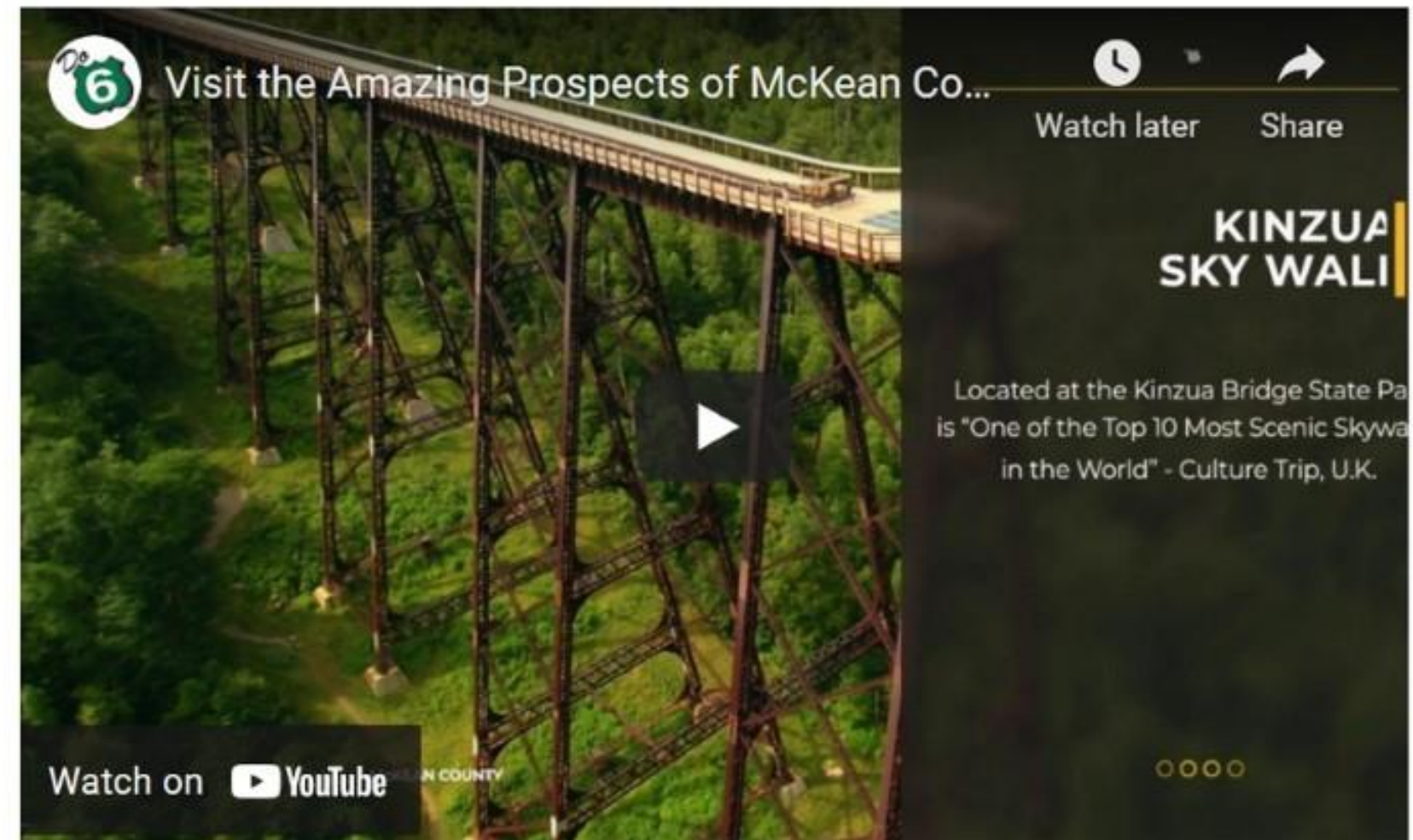
### Videos

- *National Recreation Trail – for each county*
- *Amazing Prospects – for each county*
- *2019 Artisan Trail "Open Your Senses on 6"*
- *2020 Artisan Trail "Small-Town Character, Big-Time Creativity!"*



### McKean County's Amazing Prospects:

Each county along the Pennsylvania Heritage Corridor brings distinct "amazing prospects"—unique and alluring sites, landmarks, and attractions that tell tales of oil, coal, timber, and crops. Let's look at McKean County's...







# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

## DIGITAL MARKETING

### Email Newsletter

- Over 3k subscribers
- 30% open rate; 20% click-through

### Social Media

- Total following: 10k+
- Rotation of Tourism Partner on Facebook

## STAY CONNECTED!



@PARoute6  
@PARoute6ArtisanTrail



@PARoute6



@PARoute6  
@PARoute6ArtisanTrail



#PARoute6  
#Do6

## PLAN YOUR ROAD TRIP!

Visit PA Route 6 Alliance's Tourism Partners to  
Plan an Epic Road Trip Across PA Route 6

**VisitErie**  
visiterie.com  
info@visiterie.com  
814-454-1000

**Allegheny National Forest  
Visitors Bureau**  
visitanf.com  
info@visitanf.com  
800-473-9370

**Endless Mountains  
Visitors Bureau**  
endlessmountains.org  
info@endlessmountains.org  
800-769-8999

**Crawford County  
Convention & Visitors Bureau**  
visitcrawford.org  
welcome@visitcrawford.org  
800-332-2338

**Visit Potter-Tioga**  
visitpottertioga.com  
info@visitpottertioga.com  
570-724-0635

**Lackawanna County  
Convention & Visitors Bureau**  
visitnepa.org  
info@visitnepa.org  
800-22-WELCOME

**Warren County  
Visitors Bureau**  
wcvb.net  
info@wcvb.net  
800-624-7802

**Bradford County  
Tourism Promotion Agency**  
visitbradfordcounty.com  
bctourism@bradfordco.org  
570-265-8687

**Pocono Mts. Visitors Bureau**  
poconomountains.com  
pocomts@poconos.org  
570-844-2001





# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

## CO-OP ADVERTISING

### 2020 RoadRUNNER "Classic Roads" Motorcycle Promotion

- Loop advertisers as points of interest in app and digital/print article

### 2019/20 VisitPA Happy Traveler and VisitPA.com Custom Content

- 11 Advertising Partners
- 2-page spread in print magazine to 610k+ readers
- Custom content article online with 13k+ pageviews
- Resulted in 2.5k+ leads

**US Route 6 in Pennsylvania: Highway to Authentic America**

Connect with the heart and soul of America on Pennsylvania's most scenic highway. Stretching 427 miles from the shorelines of Lake Erie across forestlands, cities and rural small towns, to the romance of the Pocono Mountains, US Route 6 is your trip to discover "Authentic America."

Along the Route, you will find quaint small towns, historic places, natural wonders, and breathtaking vistas. A mile marker system that runs from west to east will guide you to a wonderful experience. Here are some highlights:

- 1. Land of 8 Lakes**  
Lakes with beaches, lakefront cottages, amusement park or lakefront dining. Ride the Barbara J Steamship Paddle Boat for fall views and Christmas tree displays. Pymatuning Lake is the largest reservoir in PA. VisitCoastal.org 800-332-2138
- 2. Painted Finch Gallery, Inc.**  
An ongoing collection of beautiful works created by local and regional artists ranging from traditional to abstract and featuring painting, photography, glass, ceramics, terrans, jewelry, and wood. Painted Finch Gallery paintedfinchgallery.com 814-664-3013
- 3. Allegheny Reservoir**  
Located in Northwestern Pennsylvania, this man-made lake offers year-round recreation opportunities from fishing to swimming to boating to you name it! Beautiful hiking landscapes country of the Allegheny National Forest surround the reservoir as far as the eye can see. Warren County Visitors Bureau wcbureau 800-424-7862
- 4. Allegheny National Forest (ANF)**  
Located in Northwestern Pennsylvania, the ANF is full of great things to do: mountain biking and ATV trails, cabins & Camping. Drive the Longhouse National Scenic Byway for stunning scenery. Fall foliage is colorful during September and October. Allegheny National Forest Visitors Bureau anfvb.com 800-473-6130
- 5. ZippoCar Museum & Flagship Store**  
Home of two American icons: Zippo lighters and Car travel. After touring the ZippoCar Museum, shop the Flagship Store and become a scowaler! Create a personal touch with in-store engraving on select items. Open every day! Free to visit! ZippoCar Museum & Flagship Store zippomuseum.com 814-368-7812
- 6. Kinzua Sky Walk**  
Ascend "Windy" One of the Top 10 Most Scenic "Skywalks in the World". Open year-round - seven days a week. Interactive "Windy" Center. Free Admission. Kinzua Bridge State Park, Rt. 222, Juntura, PA. Allegheny National Forest Visitors Bureau anfvb.com 800-473-6130
- 7. PA Lumber Museum**  
Discover the courageous yet reckless spirit of PA's historic lumber industry & learn about ongoing forest restoration and use. Our big event, BARK PELLERS FEST, is always the first full weekend in July. PA Lumber Museum lumbermuseum.org 814-433-2632
- 8. International Dark Sky Park**  
Observe the night skies in an area with nearly zero light pollution at Cherry Springs State Park. Shuttle service and guides can help to make your stargazing a stellar experience. Visit Peter Toga visitpeter toga.com 800-646-4228
- 9. PA Grand Canyon**  
Experience Pennsylvania's Grand Canyon for scenic hiking trails, scenic overlooks, a horse-drawn covered wagon ride tour, and the Pine Creek Rail Trail near the charming historic downtown of Wellsville. Visit Peter Toga visitpeter toga.com 800-646-4228
- 10. Bradford County Historical Society**  
The Bradford County Historical Society is one of the oldest county historical societies in the state being incorporated on February 12, 1875. A former jail, it now is the heart of the 12 museums nestled in Bradford County. Bradford County Historical Society bradfordhistory.com 570-265-2241
- 11. Lake Wallenpaupack**  
Along Route 6 is Lake Wallenpaupack with 52 miles of uninterrupted shoreline. Located near the historic town of Hawley. Activities for everyone so bring the whole family and play the day away. Pocono Mountains Visitor Bureau poconomountains.com 570-421-5791
- PA Route 6 Artisan Trail**  
PA Route 6 is blessed with an abundance of talented artists and makers. Call the office to get a map of studios, galleries, museums and retail shops featuring locally made items. PA Route 6 Artisan Trail paartisans.com/artisan-trail 814-421-7759

US Route 6 in Pennsylvania is perfect for touring by car, motorcycle, RV/motorhome, camper and bicycle.

87-PARROUTE6 (877-276-8836) paroute6.com



# ANNUAL REPORT 2019-2020

# TOURISM PROMOTION

## PUBLICATIONS

New "Do 6" Online Shop · [paroute6.com/shop-6](http://paroute6.com/shop-6)

### Do 6? – Shop 6!

SHOP PA ROUTE 6 SOUVENIRS, BOOKS, & GIFTS ONLINE.  
WE WILL SEND IT HOME FOR YOU.



### 2019/20 Visitors Guide

- 25 Advertising Partners
- 50k printed, distributed to advertisers, visitors bureaus, welcome centers, and online

### 2019/20 Motorcycle Loop Map

- 5 Regional Loops
- 25 advertisers as points of interest
- 20k printed, distributed to advertisers, visitors bureaus, welcome centers, motorcycle shops, and online

### 2019 & 2020 Artisan Trail Maps, Posters and Postcards

- Distributed to members, tourism partners, and welcome centers





# ANNUAL REPORT 2019-2020

## ECONOMIC DEVELOPMENT

### PA ROUTE 6 FAÇADE PROGRAM · PA WILDS

Led by a partnership between the Alliance and PA Wilds, \$183,000 in Keystone Communities Program (KCP) funding through PA's Department of Community and Economic Development (DCED), with support from the Department of Conservation and Natural Resources (DCNR), funded 53 building improvement projects for businesses/organizations throughout Warren, McKean, Potter, and Tioga Counties.



**KANE MANOR INN**  
Kane · McKean County



BEFORE | AFTER

#### TOTAL PROGRAM IMPACT IN THE PA WILDS

Funding · \$183,000 DCED KCP + DCNR support

Facade and Signage Projects Funded · 53

Total Match Invested by Participants · \$264,098

Total Investment in the Region · \$447,099

**THE HISTORY CENTER ON MAIN STREET**  
Mansfield · Tioga County



BEFORE | AFTER

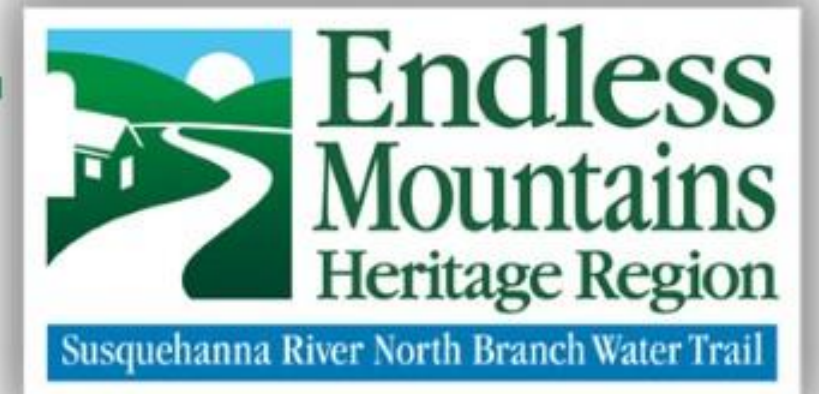


# ANNUAL REPORT 2019-2020

## ECONOMIC DEVELOPMENT

### PA ROUTE 6 FAÇADE PROGRAM · ENDLESS MOUNTAINS

Success in the PA Wilds led to a partnership with **Endless Mountains Heritage Region (EMHR)** resulting in **\$103,000 in DCED KCP funding and DCNR support** funding 32 building improvements projects within **Bradford and Wyoming Counties**. With this program near completion, the program will move to the Great Lakes Region of Erie and Crawford Counties in early 2022.



**WOODY'S ALE HOUSE**  
Towanda · Bradford County



BEFORE | AFTER

#### CURRENT PROGRAM IMPACT IN THE ENDLESS MOUNTAINS

(AS OF SEPT. 2021)

Funding · **\$103,000 DCED KCP + DCNR support**

Facade and Signage Projects Funded · **32**

Total Match Invested by Participants · **\$124,000**

Total Investment in the Region · **\$227,000**

**“Façade Program funds stay local, through local contractors, construction companies, hardware stores, sign designers, etc., who also employ local residents, resulting in a cyclical effect of exponential economic benefit for the community far exceeding the amount of the initial grant.”**

*Candace Hillyard, Executive Director*



**PA ROUTE 6  
HERITAGE CORRIDOR**

**2020-2021 "DO 6" AWARDS**

*Thursday, September 16*

**HERITAGE  
PARTNERSHIP**

**HERITAGE  
TOURISM**

**HERITAGE  
LEADERSHIP**

**ARTISAN  
OF THE YEAR**

**HERITAGE COMMUNITY  
OF THE YEAR**

**LIFETIME  
ACHIEVEMENT**



## PA ROUTE 6 HERITAGE CORRIDOR

**2020-2021 "DO 6" AWARDS**  
Thursday, September 16



### Heritage Partnership Award

*Presented to*

### Endless Mountains Heritage Region

2020 PA Route 6 Awards

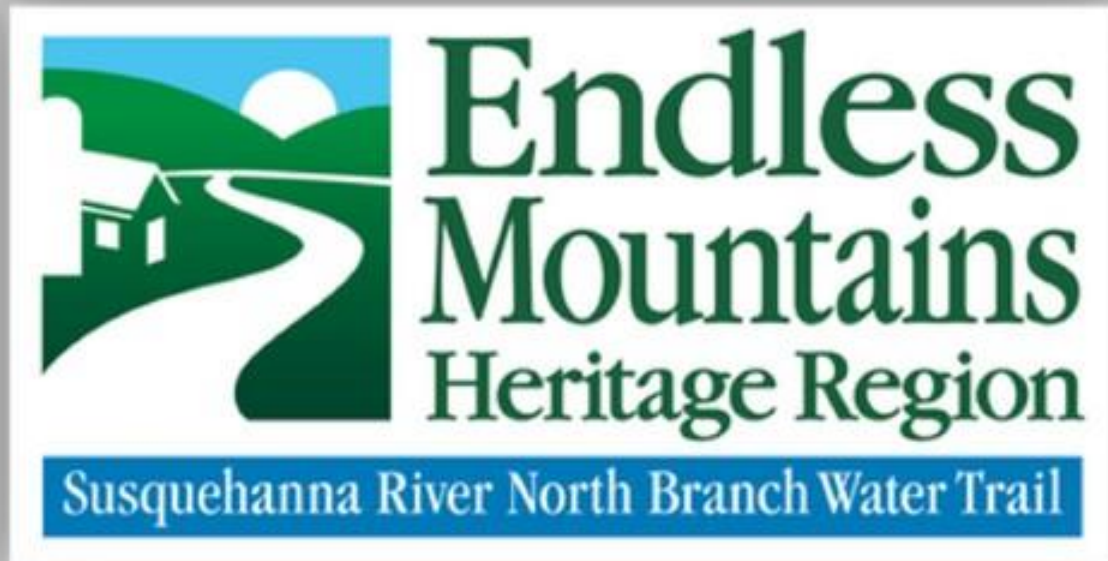
*Presented to a person, group, or project that has demonstrated excellence in historic and cultural preservation, interpretation, and/or education through cross-corridor thinking and interagency cooperation.*

## ENDLESS MOUNTAINS HERITAGE REGION

*Bradford and Wyoming Counties  
Cain Chamberlin, Executive Director*

- One of 12 PA Heritage Areas
- 2,850-square mile, 4-county service region
- Mission: to maintain and enhance the unique rural character and culture of the Endless Mountains
- Has brought over \$2M in state funding into region through agricultural support initiatives, historic preservation projects, outdoor recreation development, scenic enhancements, and heritage asset promotion
- Partnership with Alliance on 2020 PA Route 6 Façade Program · Over \$250k invested in Bradford and Wyoming Counties

- **PA House Citation sponsored by Representative Tina Pickett** · presented by Rep. Tina Pickett
- **PA Senate Citation sponsored by Senator Lisa Baker** · presented by the PA Route 6 Alliance





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16



#### Heritage Partnership Award

*Presented to*

#### Historic McKean County Collectible Pin Trail

2021 PA Route 6 Awards

*Presented to a person, group, or project that has demonstrated excellence in historic and cultural preservation, interpretation, and/or education through cross-corridor thinking and interagency cooperation.*

## HISTORIC MCKEAN COUNTY COLLECTIBLE PIN TRAIL

*Linda Devlin, Executive Director, Allegheny National Forest Visitors Bureau*

- 10 McKean County Partners:
  - ANF Visitors Bureau Welcome Center
  - Zippo/Case Museum
  - Marilyn Horne Museum & Exhibit Center
  - Penn Brad Oil Museum
  - Eldred WWII Museum
  - McKean County Historical Society
  - Kinzua Bridge State Park Gift Shop
  - McCleery Discovery Center
  - Lynn Hall
  - Serenity Glass Park



*Photo Credit: VisitANF.com*

- Lanyard with "Pocket Map" that guides visitors to each heritage site to collect unique location-specific pins, which were funded by the Allegheny National Forest Visitors Bureau
- **PA House Citation sponsored by Representative Martin Causer** • presented by Aide Jill Grosch
- **PA Senate Citation sponsored by Senator Cris Dush** • presented by Field Rep. Penny Pifer
- **Congressional Letter of Congratulations from Congressman Glenn Thompson** • to be mailed





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16



#### Heritage Tourism Award

*Presented to*

#### Hotel Anthracite

Carbondale, PA

2020 PA Route 6 Awards

*Presented to the organizers of a project or event that furthers economic and tourism development while still respecting the heritage and cultural resources of the corridor.*

## HOTEL ANTHRACITE

*Carbondale · Lackawanna County*

*Chad Coble, Director of Hotel Operations and Sales*

- *Partnership: Settlers Hospitality and Grimm Construction*
- *Support from Carbondale Area Historical Society*
- *Name, décor, and ambiance celebrate coal mining and rail heritage*
- *Features largest event space in the region, modern boutique amenities, and Kōl Steakhouse*
- *Averaging 15,000 stays per year*

- **PA Senate Citation sponsored by Senator Marty Flynn** · *presented by Communications Director Kyle Callejas*





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16



#### Heritage Tourism Award

*Presented to*

#### Lumber Heritage Trail

2021 PA Route 6 Awards

*Presented to the organizers of a project or event that furthers economic and tourism development while still respecting the heritage and cultural resources of the corridor.*

## LUMBER HERITAGE TRAIL

*Warren, McKean, Potter, and Tioga Counties  
Holly Komonczki, Executive Director, Lumber Heritage Region*

- Wayfinding Trail to top lumber heritage sites in 15-county region
- Utilized regional designers, makers, and products for signs
- Selfie Promotion to promote sharing on social media
- Sites within the Corridor Region:
  - Warren County Visitors Bureau
  - Penn Brad Oil Museum
  - Knox and Kane Rail Trail
  - Pennsylvania Lumber Museum
  - Pennsylvania Grand Canyon

- **PA House Citation sponsored by Representative Martin Causer** · presented by Aide Jill Grosch
- **PA Senate Citation sponsored by Senator Cris Dush** · presented by Field Rep. Penny Pifer
- **Congressional Letter of Congratulations from Congressman Glenn Thompson** · to be mailed





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16



#### Heritage Leadership Award

*Presented to*

#### Union City Borough

2020 PA Route 6 Awards

*Presented to a person, business, or organization for meaningful contributions and/or partnerships that have resulted in the enrichment of our communities through landscape initiatives or historic preservation.*

## UNION CITY BOROUGH

*Union City · Erie County*

*Cindy Wells, Borough Manager*

- *Partners: Union City Pride, Union City Downtown Development, Union City Community Foundation, Preservation Erie*
- *Awarded Keystone Historical Preservation Planning Grant for development of Union City Historic Preservation Plan*
- *Focused on revitalization along Main Street in National Historic District*
- *Includes Façade Grants, Structural Assessments, and Improvement Grants for Historical Interiors*

- **PA House Citation sponsored by Representative Curt Sonney** · presented by the PA Route 6 Alliance
- **PA Senate Citation sponsored by Senator Michele Brooks** · presented by the PA Route 6 Alliance





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16

## SEAN STRUB, MAYOR OF MILFORD

*Milford · Pike County*



- *Elected Mayor of Milford Borough in 2016*
- *Owner of Hotel Fauchère*
- *Involved in Milford Enhancement Committee which focuses on infrastructure improvements*
- *Champions the story of Milford*
- *Author, Activist, Founder of POZ, and Executive Director of Sero Project*

- **PA Senate Citation sponsored by Senator Lisa Baker** · presented by the PA Route 6 Alliance



### Heritage Leadership Award

*Presented to*

**Mayor Sean Strub**

Milford, PA

2021 PA Route 6 Awards

*Presented to a person, business, or organization for meaningful contributions and/or partnerships that have resulted in the enrichment of our communities through landscape initiatives or historic preservation.*



## PA ROUTE 6 HERITAGE CORRIDOR

**2020-2021 "DO 6" AWARDS**  
Thursday, September 16



**Artisan of the Year**

*Presented to*

**Wayne County  
Arts Alliance**

2020 PA Route 6 Awards

*Presented to an Artisan Trail member that exemplifies the goals of the PA Route 6 Artisan Trail program with special attention to regional thinking and cooperation while promoting the arts along the corridor.*

## WAYNE COUNTY ARTS ALLIANCE

*Honesdale · Wayne County*  
*Janet Gaglione, Executive Director*

- Committed to "developing a dynamic, art-friendly atmosphere in the community, one that enhances and enriches the lives of its citizens."
- Society of volunteer members: artists and arts supporters
- Provides professional, educational, and recreational activities, programming, services, and spaces, such as: WCAA Main Street and Bodhi Tree Galleries, The Great Wall of Honesdale, Celebrate Hawley, "Art-Under-\$100" Holiday Sale, and Annual Studio Tour

- **PA Senate Citation sponsored by Senator Lisa Baker** · presented by the PA Route 6 Alliance

## Connecting Communities



## THROUGH CREATIVITY

**2021 PA ROUTE 6 ARTISAN TRAIL**

Featuring over 60 talented makers across northern Pennsylvania  
+ 2020 Artisan of the Year, The Wayne County Arts Alliance and The Great Wall of Honesdale

**#PART6Artisan**

The PA Route 6 Artisan Trail is a program of PA Route 6 Alliance and PA Route 6 Heritage Corridor funded by the PA Heritage Area Program under the Department of Conservation & Natural Resources.





## PA ROUTE 6 HERITAGE CORRIDOR

### 2020-2021 "DO 6" AWARDS

Thursday, September 16



Artisan of the Year

*Presented to*

**Riverside Brewing Co.**

Cambridge Springs, PA

2021 PA Route 6 Awards

*Presented to an Artisan Trail member that exemplifies the goals of the PA Route 6 Artisan Trail program with special attention to regional thinking and cooperation while promoting the arts along the corridor.*

## RIVERSIDE BREWING COMPANY

*Cambridge Springs · Crawford County  
Deanna and Jason Howles, Owners*

- *At the historic site of Riverside: The Inn at Cambridge Springs, popular during the "Mineral Water Days" of the early 1900s but destroyed by fire*
- *Moved and reconstructed a historic barn, piece-by-piece*
- *Outdoor Patio and Bar made from a true silo*
- *Historic Riverside Inn gardens remain with views of French Creek*
- *Maple-based products and tastes inspired by Howles Maple Farm*
- *Venue for local musicians and events*



- **Proclamation from the Crawford County Commissioners** · presented by Victoria Soff, Executive Director, Crawford County Convention & Visitors Bureau
- **PA Senate Citation sponsored by Senator Michele Brooks** · presented by the PA Route 6 Alliance



## PA ROUTE 6 HERITAGE CORRIDOR

**2020-2021 "DO 6" AWARDS**  
Thursday, September 16



**Heritage Community of the Year**

*Presented to*

**Mansfield**

**2020-2021 PA Route 6 Awards**

*Presented to a designated Heritage Community that is embracing their Heritage Tourism WorkPlan and implementing worthwhile projects that show impact and results.*

## MANSFIELD

*Dawn Hull, Mansfield Area Chamber of Commerce  
Mayor Kathy Barrett, Mansfield Borough*

- 52% of Tioga County hotel rooms
- Partnerships between local groups: Borough, Chamber of Commerce, Mansfield University, and Richmond Township
- Expansion of green space and trails
- Restoration of historic Gate House Building to house history of "First Night Football Game" ever played
- Collaboration with Mansfield University on events like Homecoming/LUMA (Light Up Mansfield Again)



*Credit: Linda Stager, PA Suncatcher*

- **PA House Citation sponsored by Representative Clint Owlett** · presented by Aide Kim Johns
- **PA Senate Citation sponsored by Senator Cris Dush** · presented by Field Rep. Penny Pifer



## PA ROUTE 6 HERITAGE CORRIDOR

**2020–2021 "DO 6" AWARDS**  
Thursday, September 16



### Lifetime Achievement

*Presented to*

**Linda Devlin**

Allegheny National Forest  
Visitors Bureau



**2020 PA Route 6 Awards**

*Presented to a person or agency who exemplifies outstanding leadership and advances our mission through heritage development.*

## LINDA DEVLIN

*Executive Director,  
Allegheny National Forest Visitors Bureau*

- 20+ years of collective service for the PA Route 6 Heritage Corridor
- Member of PA Route 6 Tourist Association since 1998
- Leadership Roles in Tourism Promotion Advisory Council, Marketing Committee, and Alliance Board of Directors
- Special interests: branding, publications, and multi-media promotions



- **PA House Citation sponsored by Representative Martin Causer** · presented by Aide Jill Grosch
- **PA Senate Citation sponsored by Senator Cris Dush** · presented by Field Rep. Penny Pifer
- **Congressional Letter of Congratulations from Congressman Glenn Thompson** · to be mailed





## PA ROUTE 6 HERITAGE CORRIDOR

**2020–2021 "DO 6" AWARDS**  
Thursday, September 16

### **EMILY BECK**

*Former Director of Tourism Development, VisitErie*



- *Director of Tourism Development at VisitErie from 1999 through retirement in June 2021*
- *Member of PA Route 6 Tourist Association since 1999*
- *Member of Board of Directors of PA Route 6 Alliance*
- *Special interests: scenic byway designation, group tourism, and bike tourism*

- **PA House Citation sponsored by Representative Curt Sonney** · presented by the PA Route 6 Alliance
- **PA Senate Citation sponsored by Senator Daniel Laughlin** · presented by the PA Route 6 Alliance



**Lifetime Achievement**

*Presented to*

**Emily Beck**

VisitErie

2021 PA Route 6 Awards

*Presented to a person or agency who exemplifies outstanding leadership and advances our mission through heritage development.*



# CONNECTING COMMUNITIES *Through Creativity!*

**2020-2021  
ANNUAL MEETING  
& "DO 6" AWARDS**

*Thursday, September 16, 2021*

**THANK YOU TO THE FOLLOWING SPONSORS AND FUNDING PARTNERS:**



TRAIL CENTRAL

